

nelson mandela bay
BUSINESS CHAMBER



Connecting business. Stimulating progress.

JOB PROFILE

DATE:	2018
JOB TITLE:	PR/Marketing & Sales Co-ordinator
INCUMBENT:	
IMMEDIATE SUPERVISOR:	Media & Publication Officer
DEPARTMENT:	Communications

PRIMARY OBJECTIVE *(Describe the reason for the existence of the position):*

The main purpose of this role is to attend to the selling of advertising space for our publications and to ensure that the sales targets are met. To organize marketing and public relations efforts for the organization. Co-ordinate communication with members and stakeholders to increase brand recognition and to collaborate with colleagues on marketing materials that build brand awareness and sales. Ensure deadlines are met and manage relationships with external stakeholders. Develop business relationships in an effort to increase brand loyalty and company profitability, as well as assist with the creation and development of effective marketing campaigns.

	KEY PERFORMANCE AREAS	SKILLS AND ATTITUDES
1.	<p>ADVERTISING SALES:</p> <ol style="list-style-type: none"> 1. Selling of advertising space with agreed targets and the requirements of the publications (but not limited to): 2. Printed publications – Infocom (quarterly); Business Guide (Annually) and Annual Review (Annually) 3. Electronic – Online sales such as Website, etc. 	<ul style="list-style-type: none"> • Interpersonal skills: need strong communication and relational skills • Strong written and verbal communication skills • Target driven • Strong sales skills

	KEY PERFORMANCE AREAS	SKILLS AND ATTITUDES
2.	<p>ADVERTISING SALES ADMIN:</p> <ol style="list-style-type: none"> 1. Develop market-related advertising and sponsorship rates and packages that offer a positive value proposition for members and other advertisers/sponsors. 2. Keep accurate and thorough records of advertisers and engagements on CRM. 3. Keep accurate records of circulation data to report to the Audit Bureau of Circulation for Infocom and Business Guide. 4. Submit complete reports according to schedule, and provide regular advertising updates to the editorial team/s 5. Set and review periodically the distribution plan for Infocom and other Chamber publications as required 6. Setting artwork deadlines in conjunction with the editorial team and enforcing these deadlines. 7. Assume responsibility for artwork submitted to ensure that it meets the specifications of the publication in question. 8. Liaise and collaborate with the editorial team on themes and approaches to advertising on a regular basis to maximise advertising sales. 	<ul style="list-style-type: none"> • Good grasp of competitive pricing in the media and industry • Budgetary control • Good networking skills • Team player • Excellent control over Infocom circulation and distribution • Accuracy and an eye for detail
3.	<p>PUBLIC RELATIONS (PR) AND MARKETING:</p> <ol style="list-style-type: none"> 1. PR <ol style="list-style-type: none"> i. Plan, develop, implement and measure PR strategies with the Chamber's strategies ii. Participate in the development of the Chamber's brand positioning and strategy and coordinate corporate identity, advertising and marketing materials (Brand Management) 2. Corporate Communication <ol style="list-style-type: none"> i. Ensure that all chamber collateral used for National and Local 	<ul style="list-style-type: none"> • Thorough understanding and knowledge of the Chamber's mission, vision, objectives and strategic direction • Knowledge / experience in PR/branding/corporate identity/advertising/marketing • Strong communication and interpersonal skills

	KEY PERFORMANCE AREAS	SKILLS AND ATTITUDES
	<p>communication is updated and in-line with the corporate identity</p> <p>ii. Maintain and update the content of all brand material and other collateral</p> <p>iii. Maintain and update chamber information on the website and other online sites</p> <p>3. Support member recruitment and retention, and the marketing of Chamber services, by communicating Chamber activities, achievements and services to members.</p> <p>4. Develop and produce marketing material.</p> <p>5. Manage the Chamber website and electronic communications.</p>	
4.	<p>CSI PROJECTS:</p> <p>1. Compile and manage company's CSI policy</p> <p>2. Implement external and internal CSI activities</p> <p>3. Select beneficiaries and projects that meet the company's strategic objectives and that are in-line with the CSI policy</p>	<ul style="list-style-type: none"> • Good organisational skills • Teamwork and co-operation • Professional approach and attire • Diplomacy and politeness • Comfortable dealing with people at all levels
5.	<p>CODE OF CONDUCT AND VALUES: To abide by the Chamber's Code of Conduct at all times:</p> <p>1. To portray a professional image and demonstrate the Chamber values</p> <p>2. Values: Integrity, Prosperity, Commitment</p>	<ul style="list-style-type: none"> • Public and Stakeholder Relations at all levels • Commitment, loyalty and integrity • To act as an Ambassador and promote and uphold the good name of the Business Chamber at all Chamber events and public outings/gatherings

SUPERVISION RECEIVED:	
Immediate Supervisor:	Media & Publication Officer
Degree and frequency of supervision received:	Daily and on an ad-hoc basis

COMPLEXITY OF DUTIES (explain complexity of assigned duties where such complexity is not evident from aforementioned description of duties):

- Constant persistence required to meet targets (strong sales abilities)
- Problem solving and strong relationship building skills
- Networking, stakeholder management and people management
- Negotiation and persuasion skills
- Constant tact and diplomacy
- Balance between income-generating (Sales) and PR/Marketing activities

JOB REQUIREMENTS (minimum level of education, professional qualifications, training and years of experience required to do the job):

- A minimum tertiary qualification in Public Relations and/or Marketing with proven sales abilities
- Computer Literacy
- Minimum 3 years' experience in sales essential
- Strong PR personality
- Previous PR/Marketing experience essential
- Drivers Licence with own transport essential
- Deadline and target driven
- Confident communicator and presenter
- Must possess excellent organizational and planning skills, project and time management skills
- A wide degree of creativity and latitude
- Self-motivated with a positive and professional approach

CONTACTS (indicate the contact level of both internal and external and whether the provision of information, advice, persuasion or negotiation is required):

- External: Chamber members, Business Leaders, Stakeholders, General Public (negotiation, persuasion, liaison)
- Internal: Chamber staff, Chamber board members (liaison, sharing of information, teamwork)

PRESSURE (describe frequency of fluctuations in work flow and type of action required to meet deadlines or peak periods):

- Constant pressure in meeting monthly targets – publications depend on advertising sales
- Balancing of job requirements